

ORDER



Orders
Order / Rev: 203798
Alt Order #: 06849960
Product Desc: 9/7-9/10 MITT ROMNEY
Estimate: 184
Flight Dates: 09/07/12 - 09/10/12
Original Date / Rev: 09/06/12 / 09/06/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: American Rambler Productions
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 02494

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Romney For President (R)
Demographic: A35+
Product Codes: PL1
Priority: P2
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	13	\$11,675.00	\$9,923.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	13	\$11,675.00	\$9,923.75	0.00
Totals	13	\$11,675.00	\$9,923.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	7%	\$11,675.00
Market	100%	\$166,785.71

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	53%	\$88,396.43
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	22%	\$36,692.86
WTVZ	0%	\$0.00
WVEC	18%	\$30,021.43

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/10/12	09/10/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M- - - - -	:30	2	\$500.00	P2	0.00	NM	2	\$1,000.00
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M- - - - -			2		\$500.00		0.00				
E 2	WVBT	09/07/12	09/07/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	- - - - F - -	:30	2	\$500.00	P2	0.00	NM	2	\$1,000.00

Order / Rev: 203798
 Alt Order #: 06849960
 Flight Dates: 09/07/12 - 09/10/12

Advertiser: POL/Romney For President (R)
 Product Desc: 9/7-9/10 MITT ROMNEY
 Estimate: 184

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
LATE NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	----F--				2	\$500.00		0.00		
E 3	WVBT	09/10/12	09/10/12	Mon Hour 1 Mon 8-9p	CM	8-9p M-----	:30	2	\$1,000.00	P3	0.00 NM	2	\$2,000.00
HELL'S KITCHEN													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	M-----				2	\$1,000.00		0.00		
E 4	WVBT	09/08/12	09/08/12	Late News (After Sports) Late News (after Sports)	CM	Late News (after S)-----S-	:30	2	\$500.00	P2	0.00 NM	2	\$1,000.00
SATURDAY LATE NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S-				2	\$500.00		0.00		
E 5	WVBT	09/09/12	09/09/12	FOX News Sunday Fox News Sunday	CM	10-11a -----S	:30	1	\$75.00	P2	0.00 NM	1	\$75.00
FOX NEWS SUNDAY													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S				1	\$75.00		0.00		
E 6	WVBT	09/09/12	09/09/12	NFL Redskins NFL Redskins	CM	NFL Redskins -----S	:30	2	\$2,800.00	P3	0.00 NM	2	\$5,600.00
REDSKINS FOOTBALL													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S				2	\$2,800.00		0.00		
E 7	WVBT	09/09/12	09/09/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p -----S	:30	2	\$500.00	P2	0.00 NM	2	\$1,000.00
SUNDAY LATE NEWS													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/03/12	09/09/12	-----S				2	\$500.00		0.00		
											Totals	13	\$11,675.00